



2008 Visitor Industry Research

Frisco, Texas CVB

**Research Prepared for the
Frisco, Texas Convention & Visitors Bureau**



Project Goals

1. Measure the economic impact of tourism to Frisco, Texas
2. Develop an understanding of Frisco's image, perceptions and awareness among travelers
 - Leisure travelers
 - Meeting planners





Research Components

- **Survey of Frisco Residents**
 - January mail survey, 781 completes
- **Frisco Hotel Guest Survey**
 - Combined onsite and e-mail survey. 485 completes.
- **Regional Travel Survey**
 - Online random sample. Adult residents < 200 miles from DFW area. 1008 completes.
- **Meeting Planner Interviews**

Economic Impact Estimates



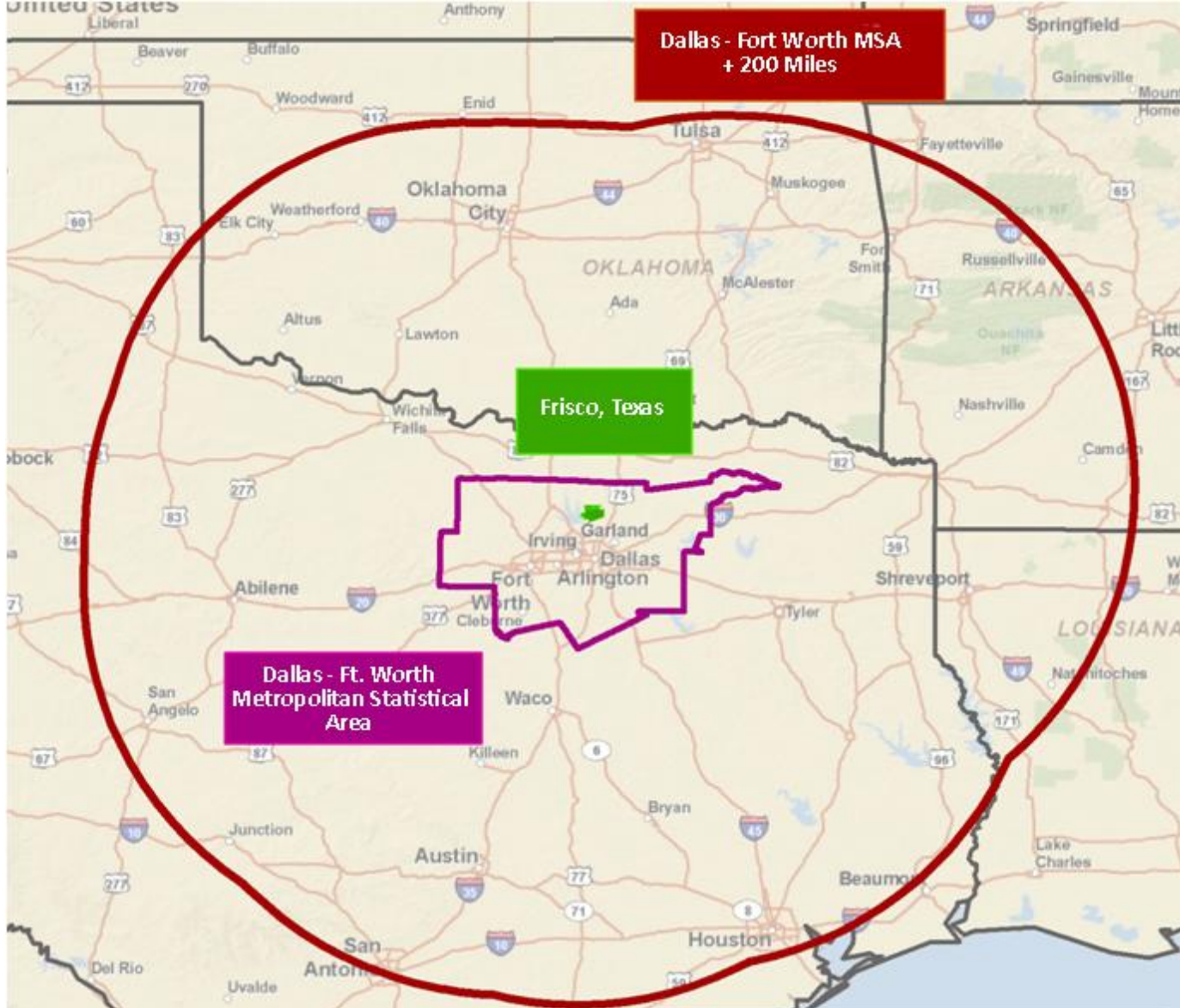
- Visitor spending in Frisco
- Jobs supported by this spending
- Tax revenues generated for the City of Frisco





Place of Stay

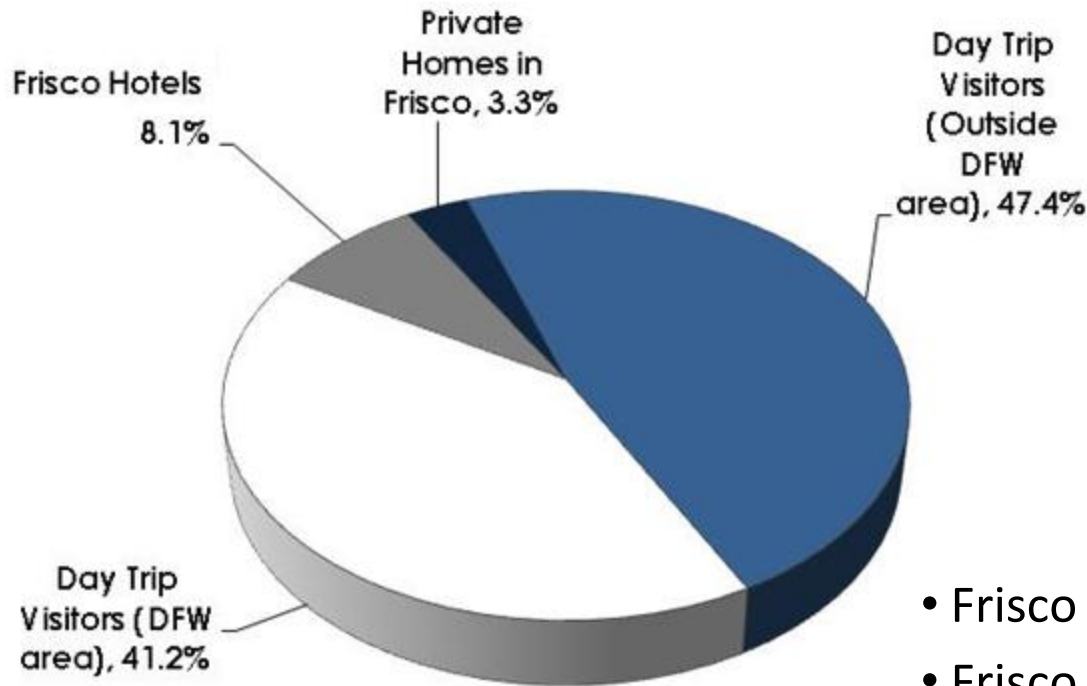
- **Frisco Hotels**
- **Private homes inside Frisco**
- **Day trips from the surrounding region**
 - DFW residents
 - 200 mile radius of DFW area



Dallas-Ft Worth MSA and Frisco, Texas

-  200 mile buffer around Dallas-Ft Worth MSA
-  Dallas-Ft Worth MSA
-  Frisco city limit

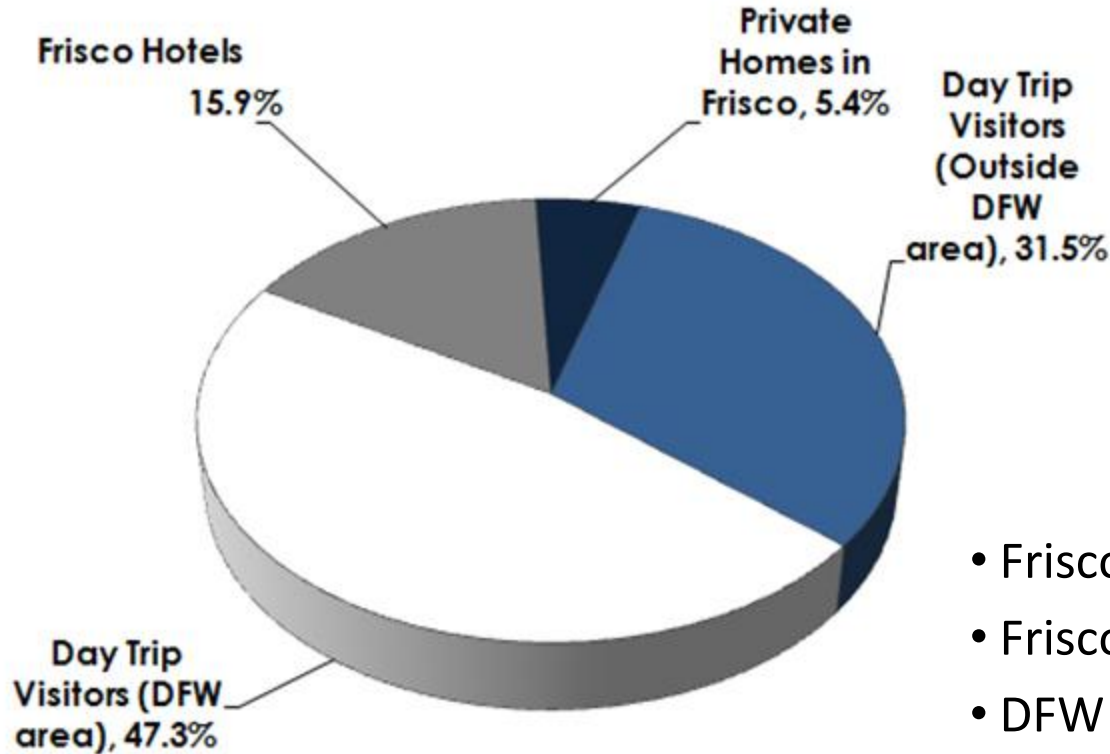
Frisco Visitor Volume



(in millions)

- Frisco hotels: .351
- Frisco homes: .144
- DFW Area day trips: 1.785
- Other regional day trips: 2.054
- **TOTAL: 4.33 million**

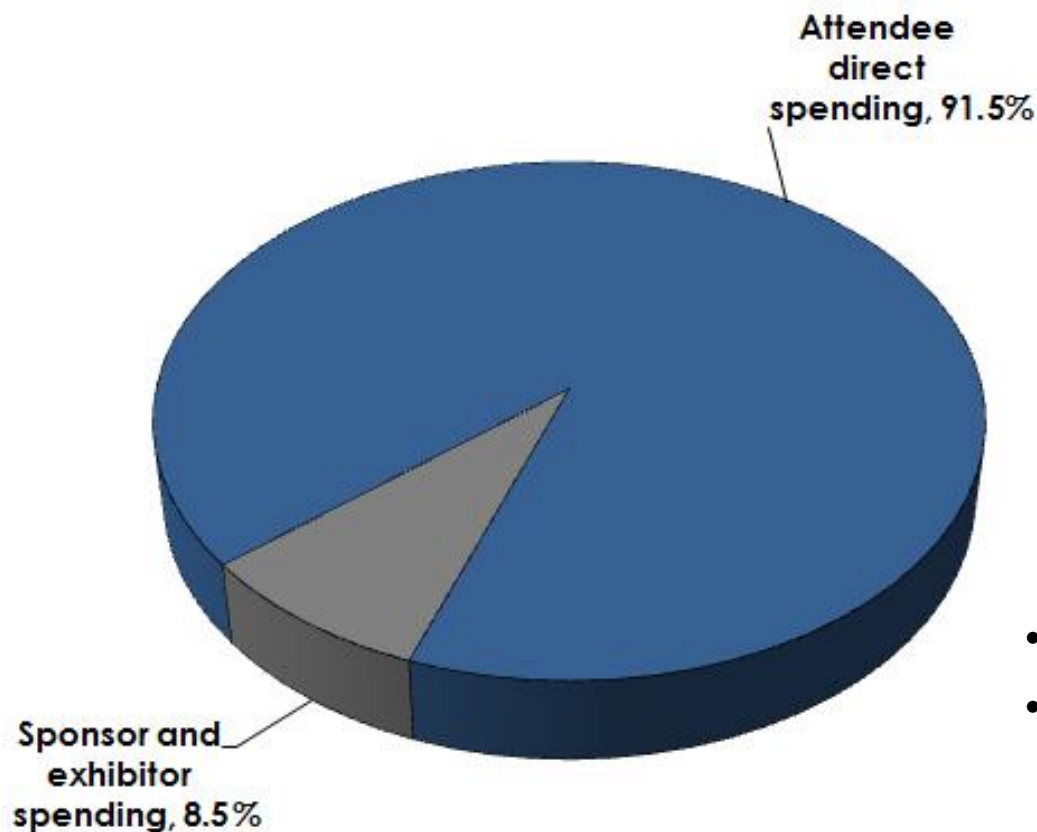
Visitor Spending in Frisco



(in \$1000)

- Frisco hotels: \$197,530
- Frisco homes: \$67,191
- DFW Area day trips: \$588,312
- Other regional day trips: \$391,420
- **TOTAL: \$1,244,453**

Group Meetings



(in \$1000)

- Attendee direct spending: \$37,897
- Sponsor exhibitor spending: \$3,510

TOTAL: \$41,407



Spending by Type

Visitor Spending by Type (in \$1000s)

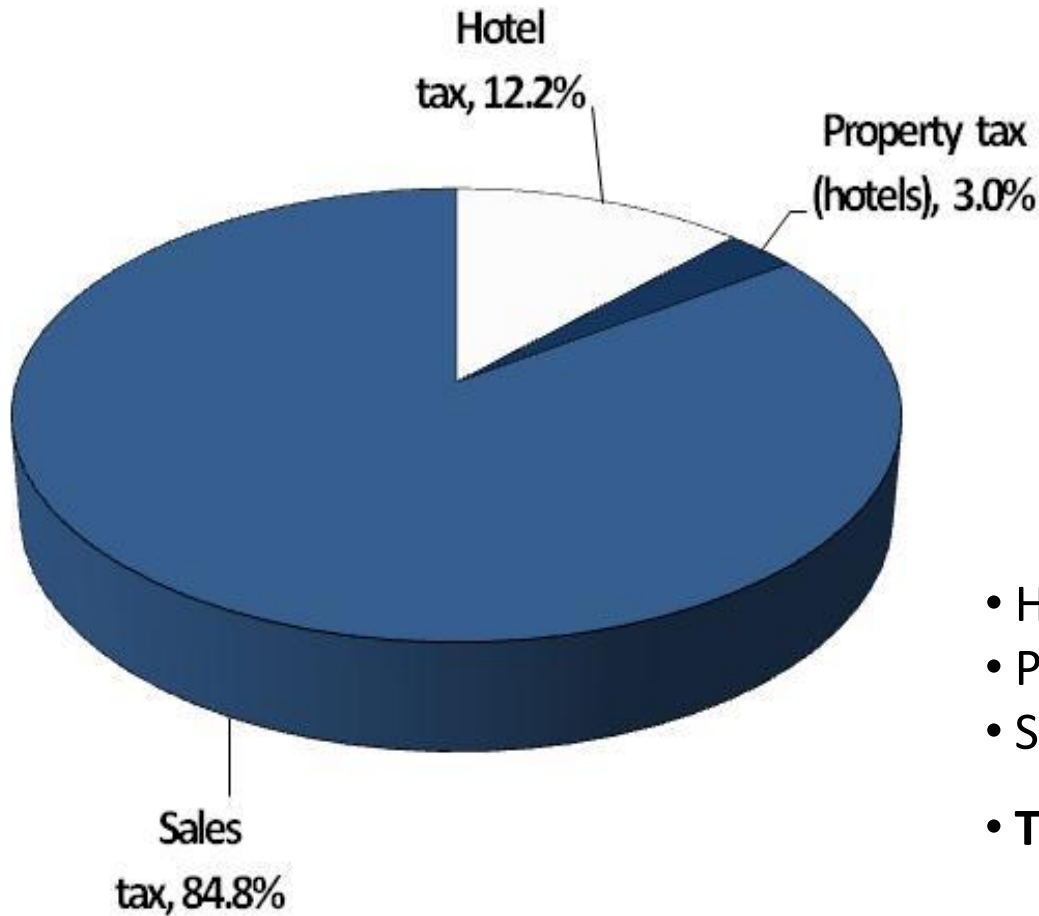
Lodging	\$48,591
Restaurants	\$303,894
Retail	\$396,127
Entertainment & Sightseeing	\$217,888
Local Transportation	\$195,664
Other	\$78,779
Exhibitor/Assoc. Expends.	\$3,510
Total Spending	\$1,244,453



Jobs Supported

INDUSTRY SEGMENT	Total Employment
Hotels	547
Restaurants	4,647
Retail Stores	1,171
Entertainment and Sightseeing	2,086
Local Transportation	912
Exhibition Services	39
Total Visitor Industry	9,402

Taxes Generated for Frisco



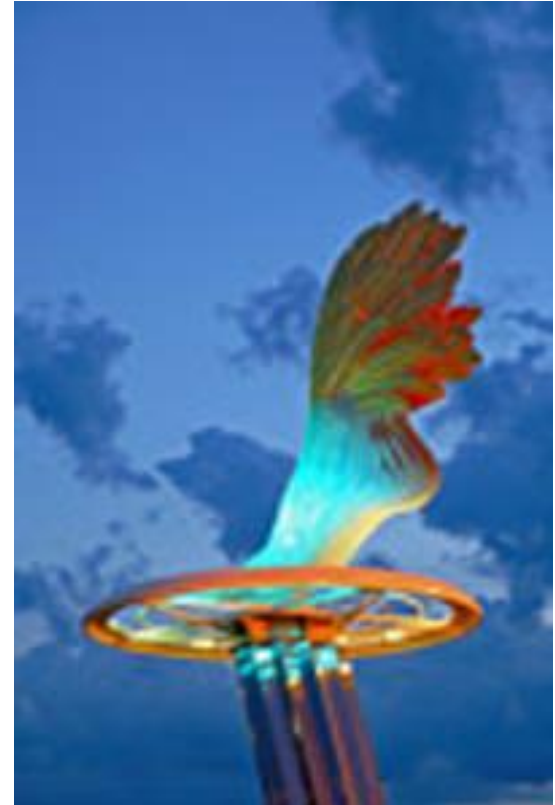
(in \$1000)

• Hotel tax	\$2,596
• Property tax (hotels)	\$635
• Sales tax	\$17,998
• Total	\$21,230

Frisco's Brand



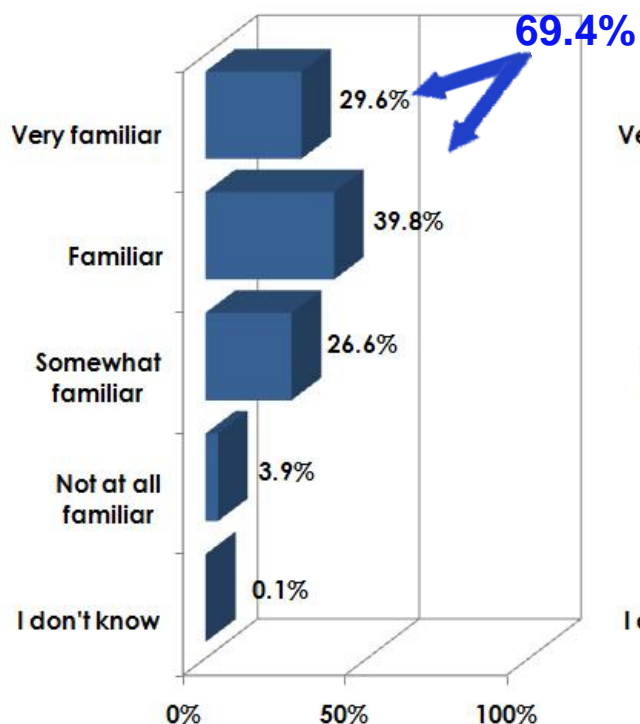
- **Destination familiarity**
- **How consumers and meeting planners see Frisco**



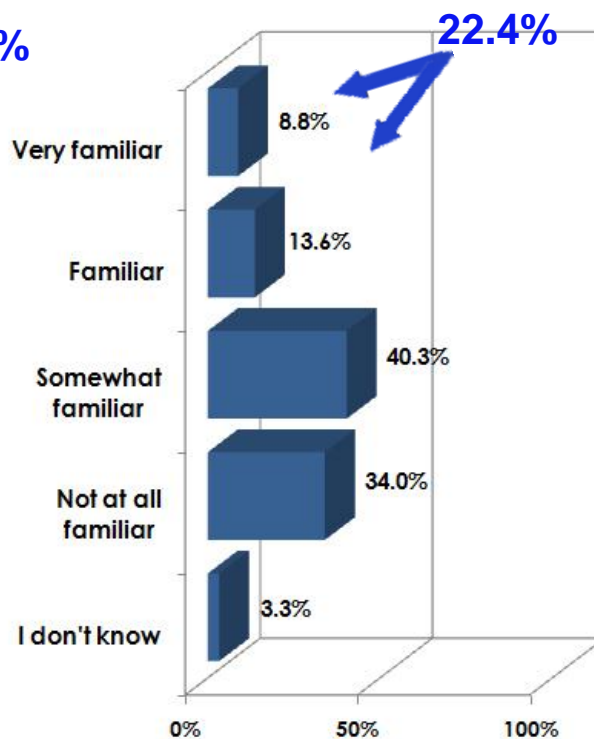


Familiarity

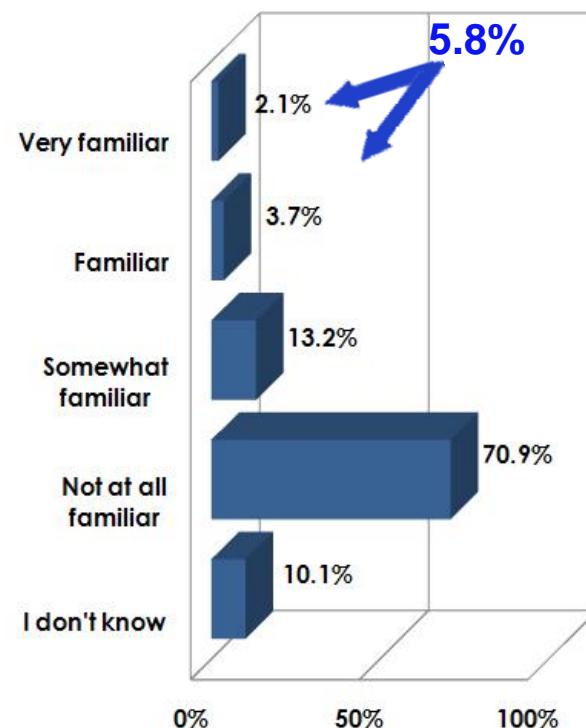
Frisco Residents



Frisco Hotel Guests



Regional Residents

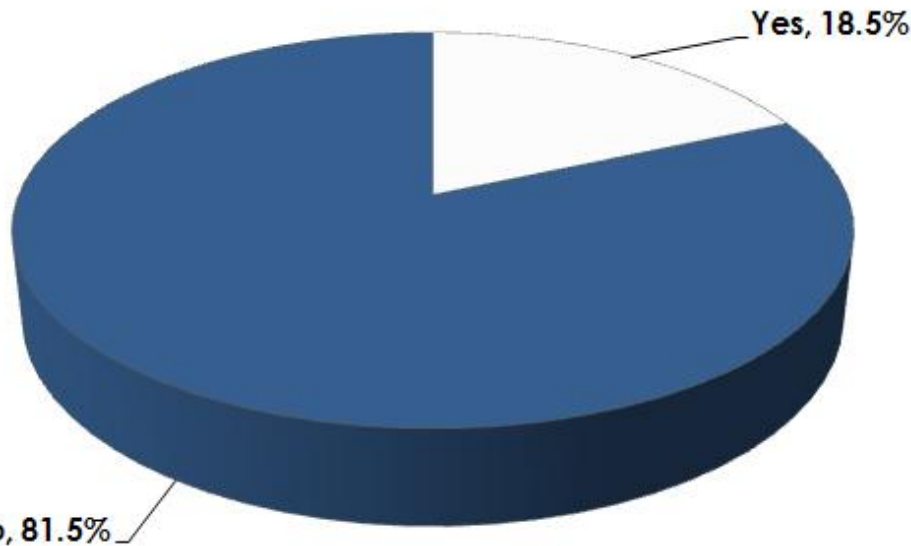


Q: How familiar are you with the things to see and do in Frisco Texas?

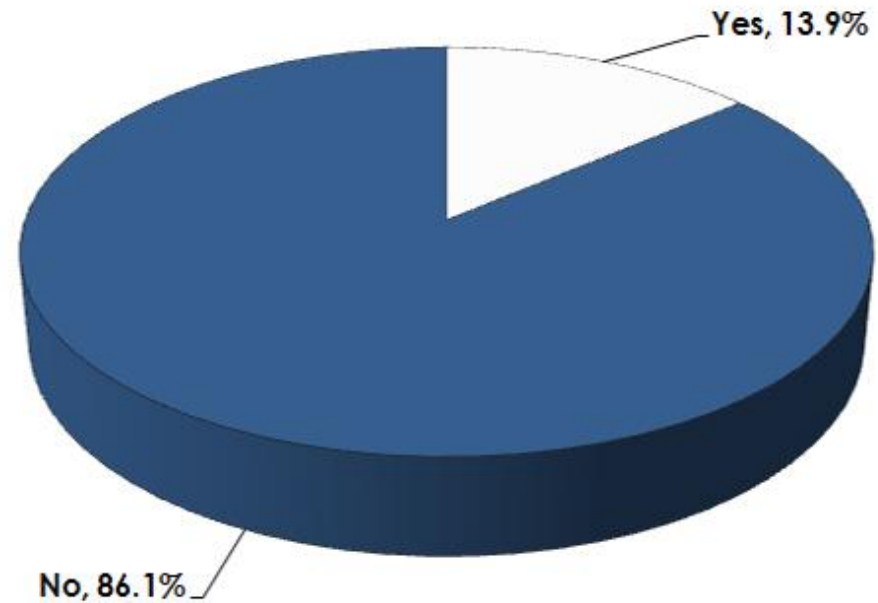


Past Visits (Regional Residents)

In the past 12 months, have you visited (for any reason) the city of Frisco, Texas?



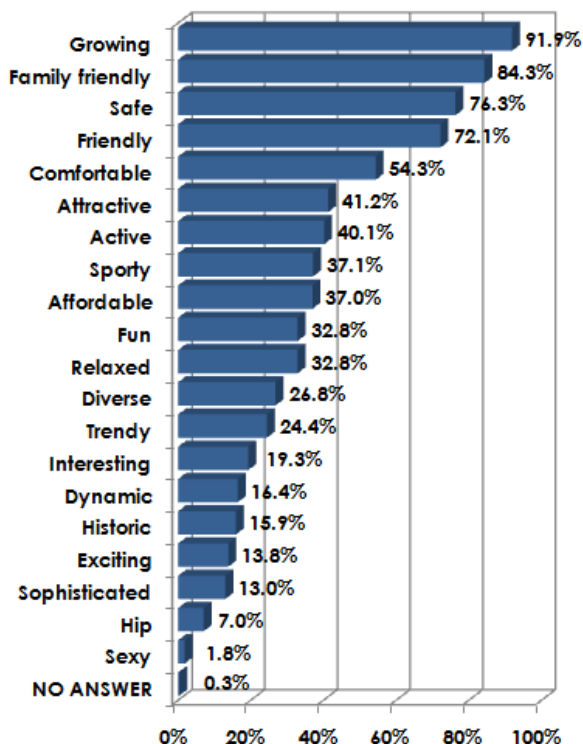
Have you ever visited Frisco, Texas for any reason?



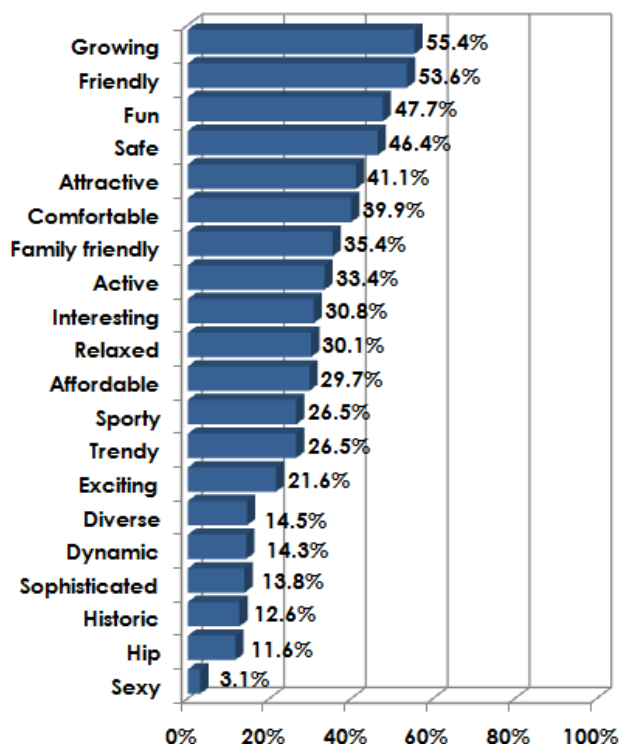


Positive Destination Attributes

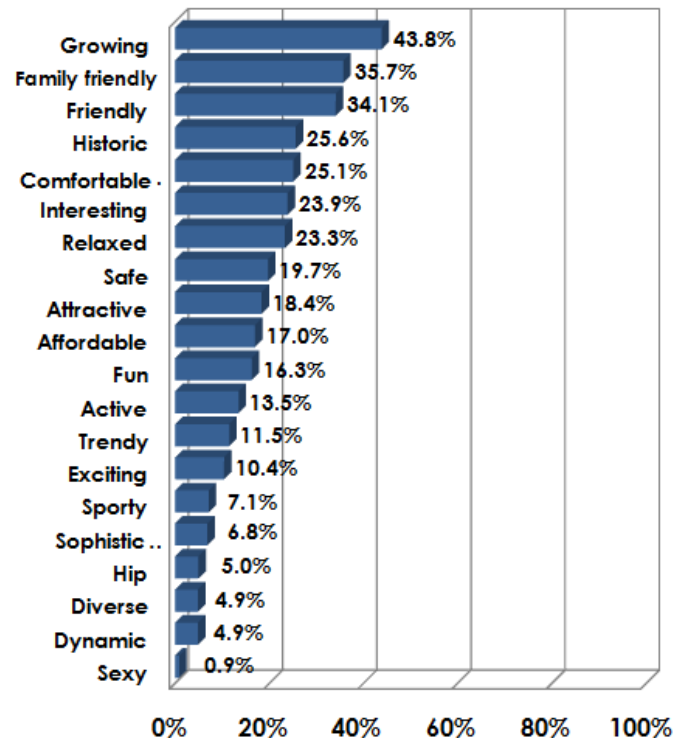
Frisco Residents



Frisco Hotel Guests



Regional Residents

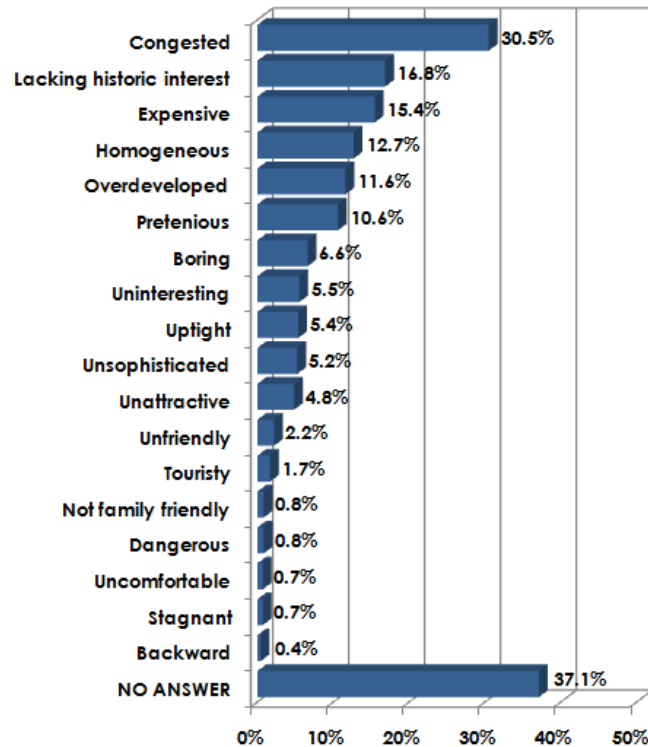


Q: In your opinion, which of the following words accurately describe Frisco, Texas?

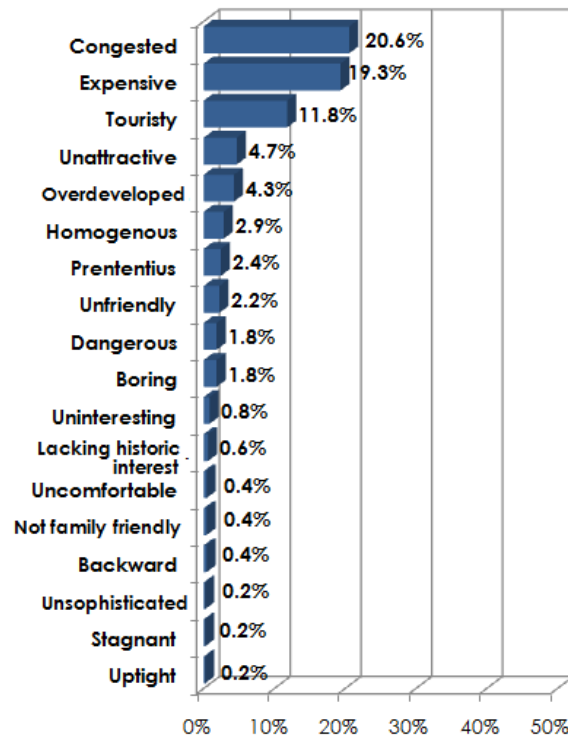


Negative Destination Attributes

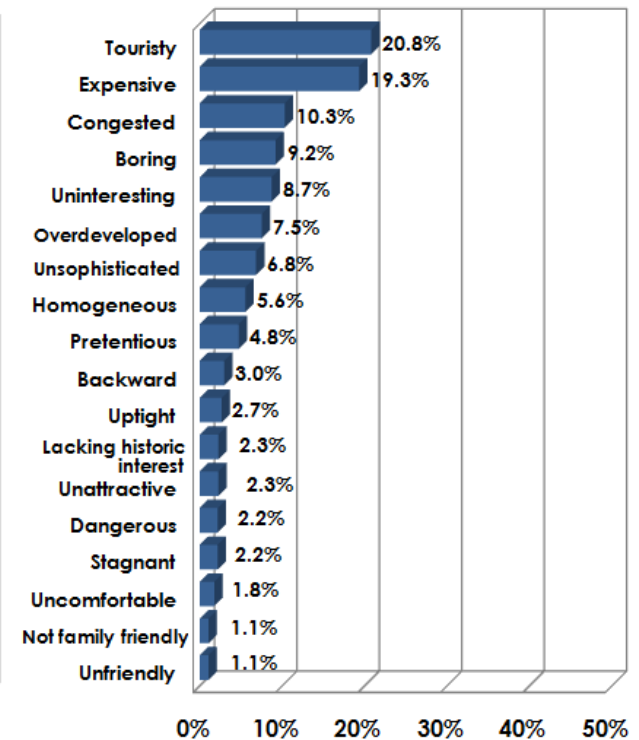
Frisco Residents



Frisco Hotel Guests



Regional Residents

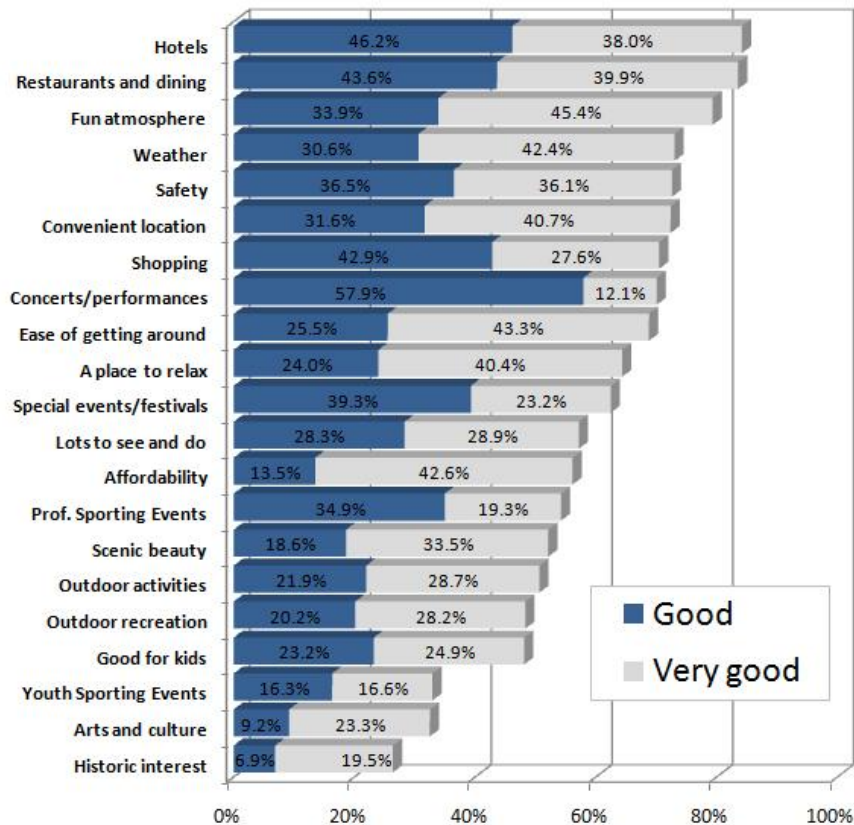


Q: In your opinion, which of the following words accurately describe Frisco, Texas?

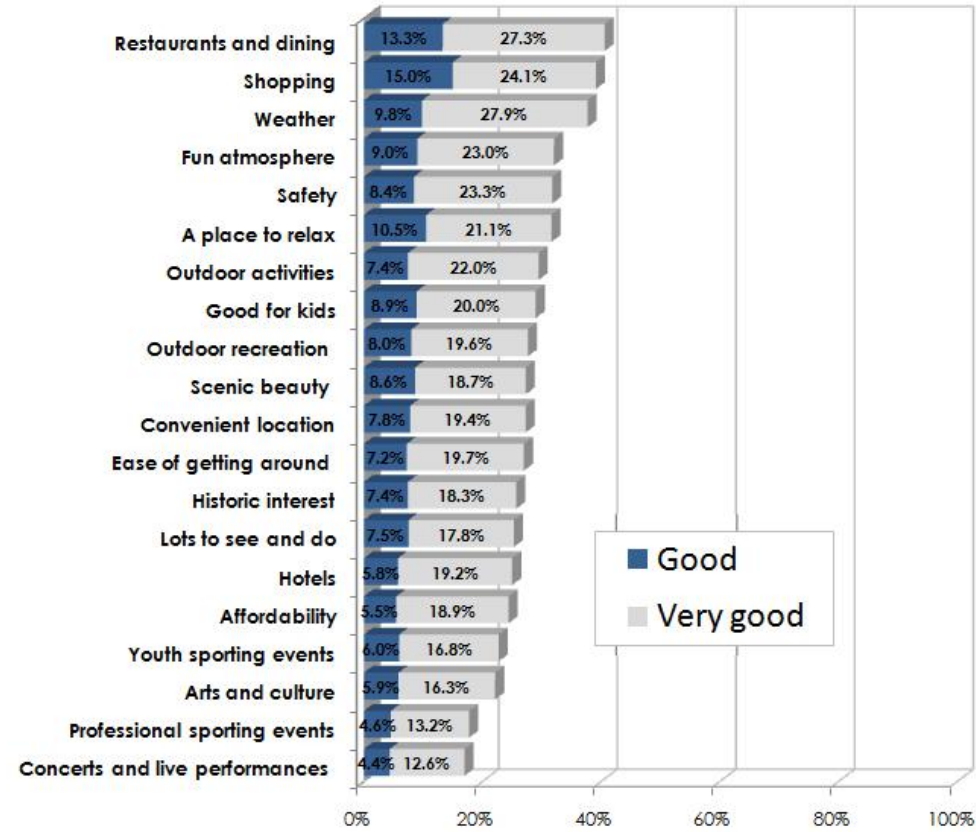


Destination Attribute Ratings

Frisco Hotel Guests



Regional Residents

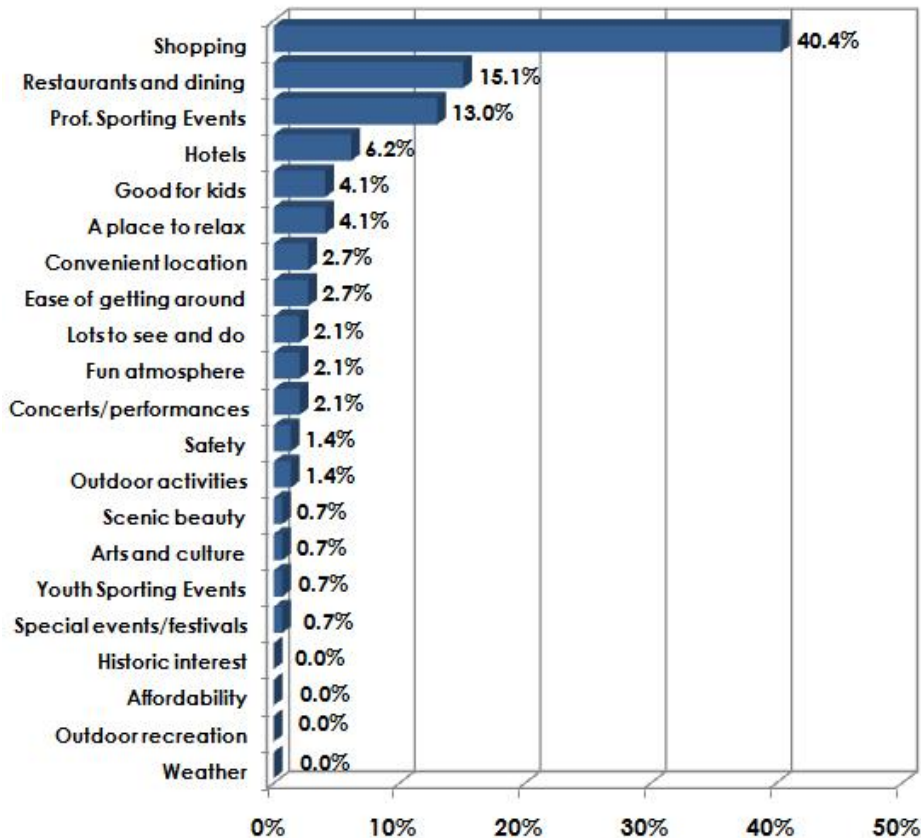


Q: Please share your opinions about our city by using the scale below to rate Frisco as a place to visit.

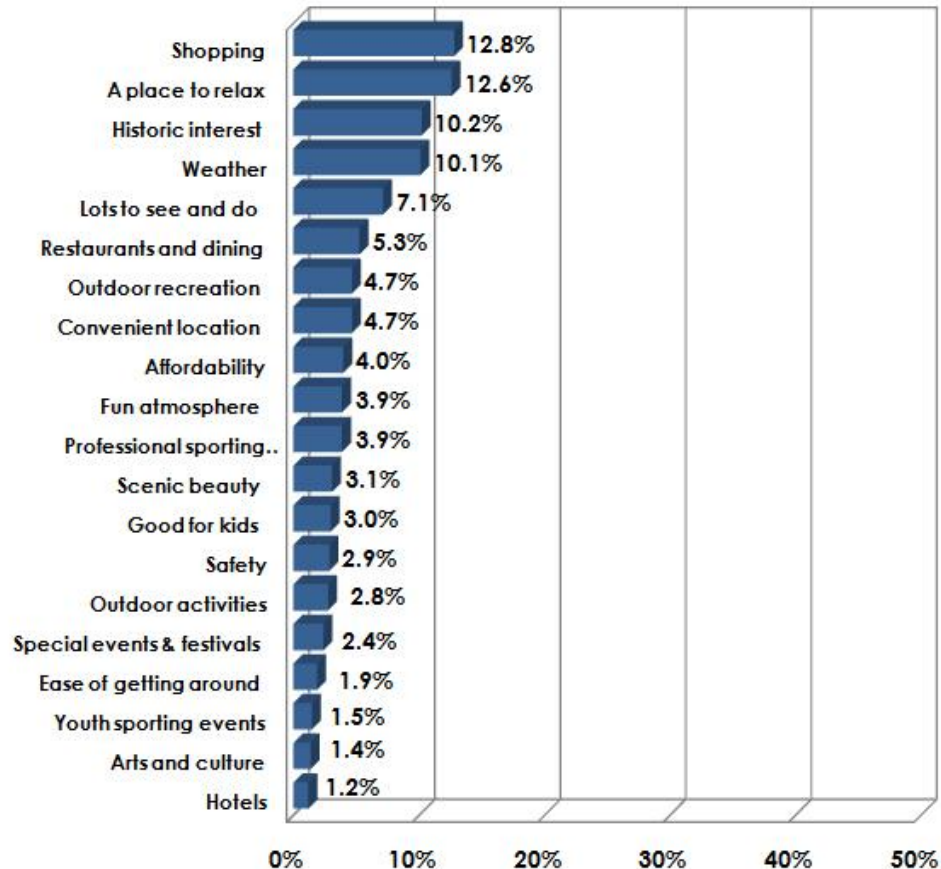


Frisco's Single Strongest Attribute

Frisco Hotel Guests



Regional Residents

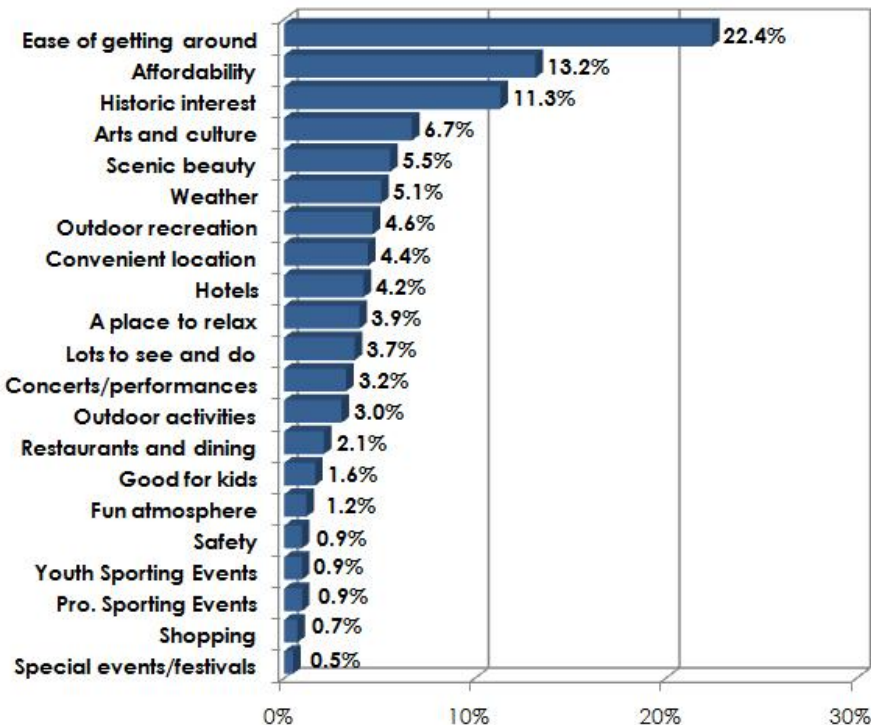


Q: Please examine the city attribute list below and select the one you think is Frisco's single strongest attribute as a place to visit.

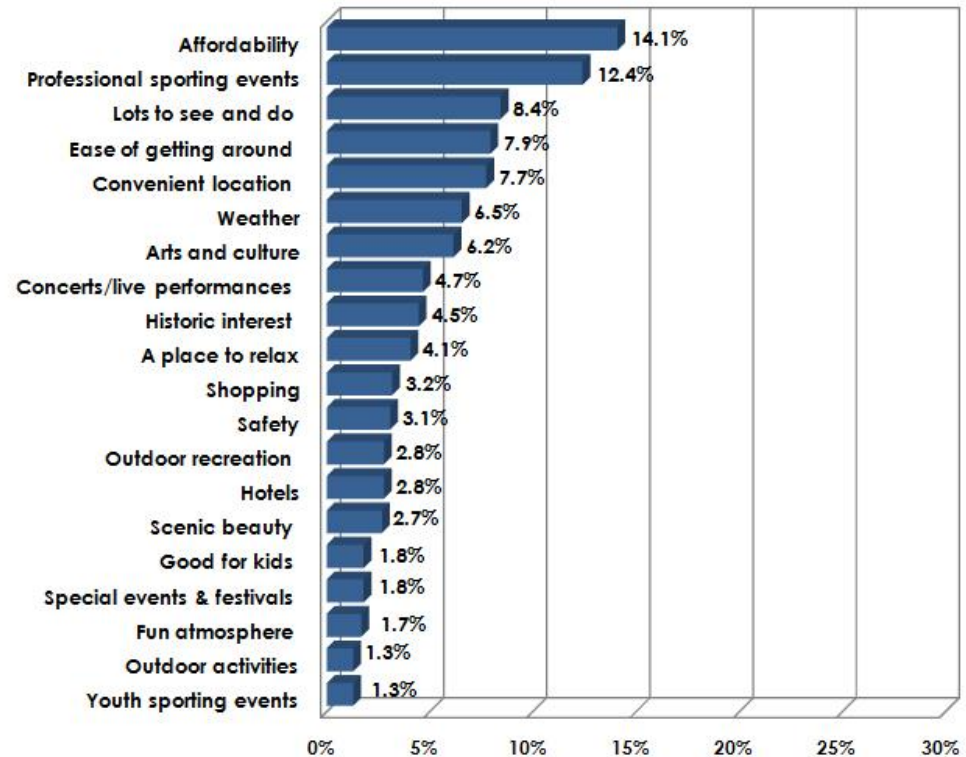


Frisco's Single Weakest Attribute

Frisco Hotel Guests



Regional Residents

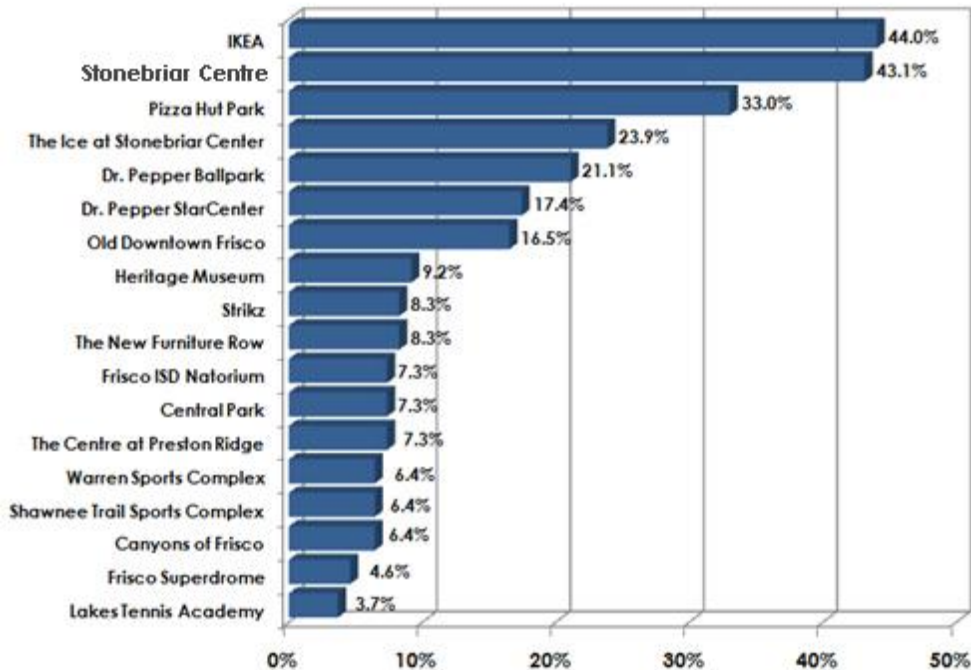


Q: Please examine the city attribute list below and select the one you think is Frisco's single weakest attribute as a place to visit.

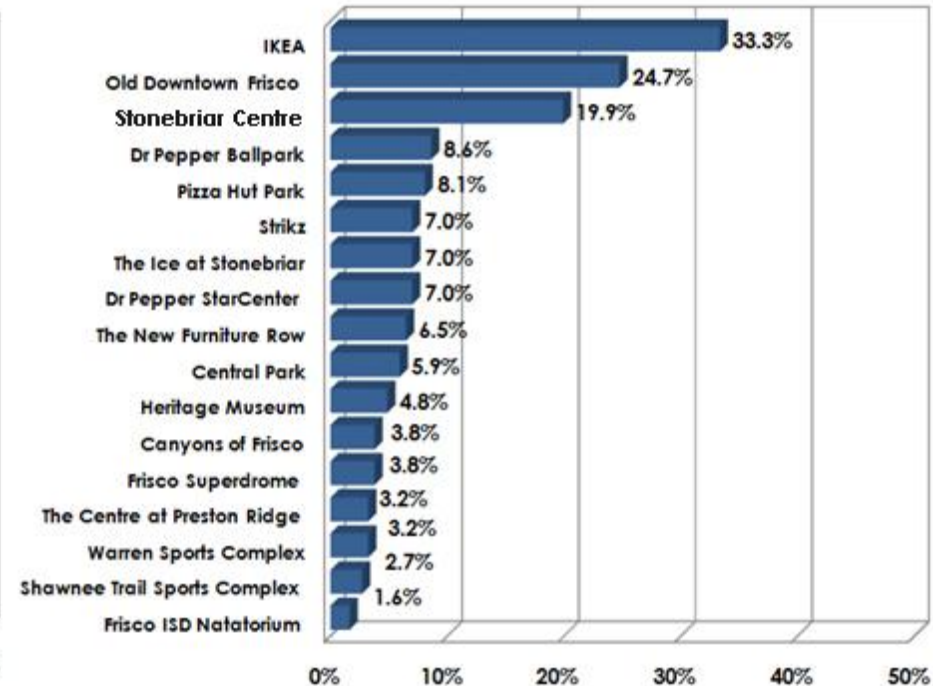


Attraction Visited in Frisco

Frisco Hotel Guests



Regional Residents

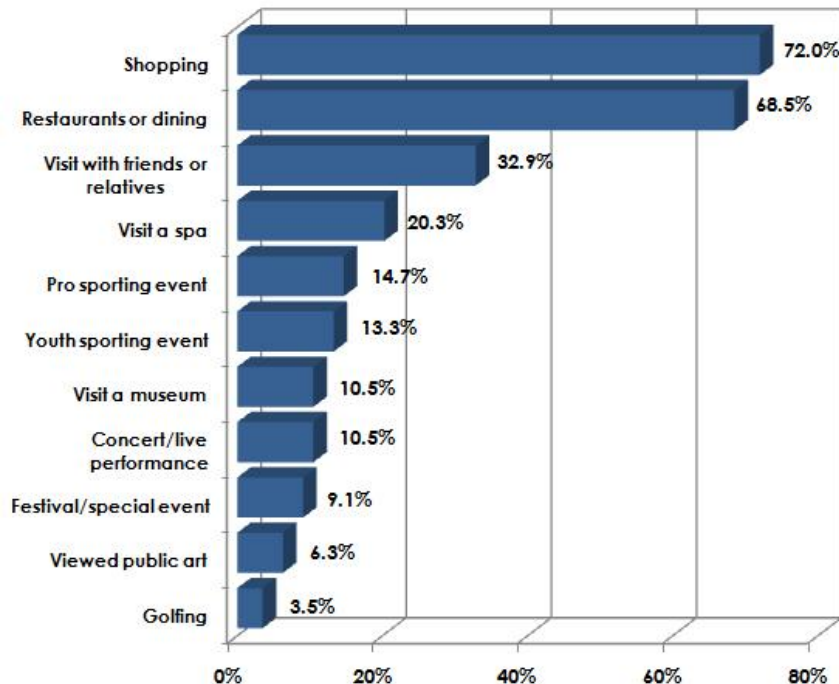


Q: Which of the following attractions or venues did you visit while in Frisco?

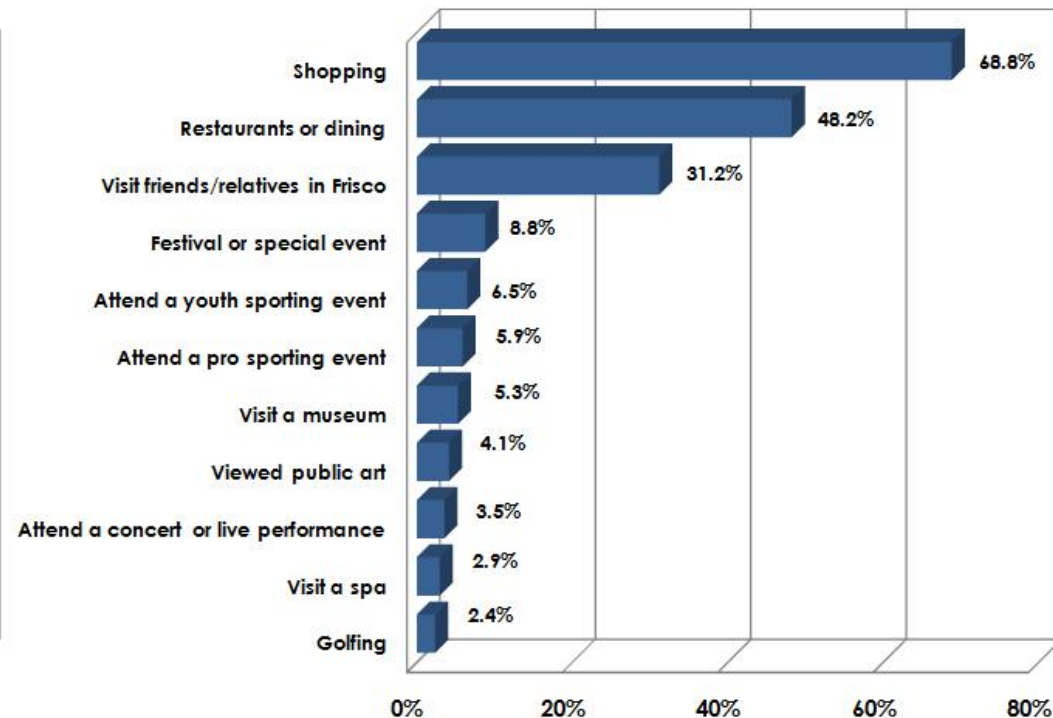


Activities in Frisco

Frisco Hotel Guests



Regional Residents

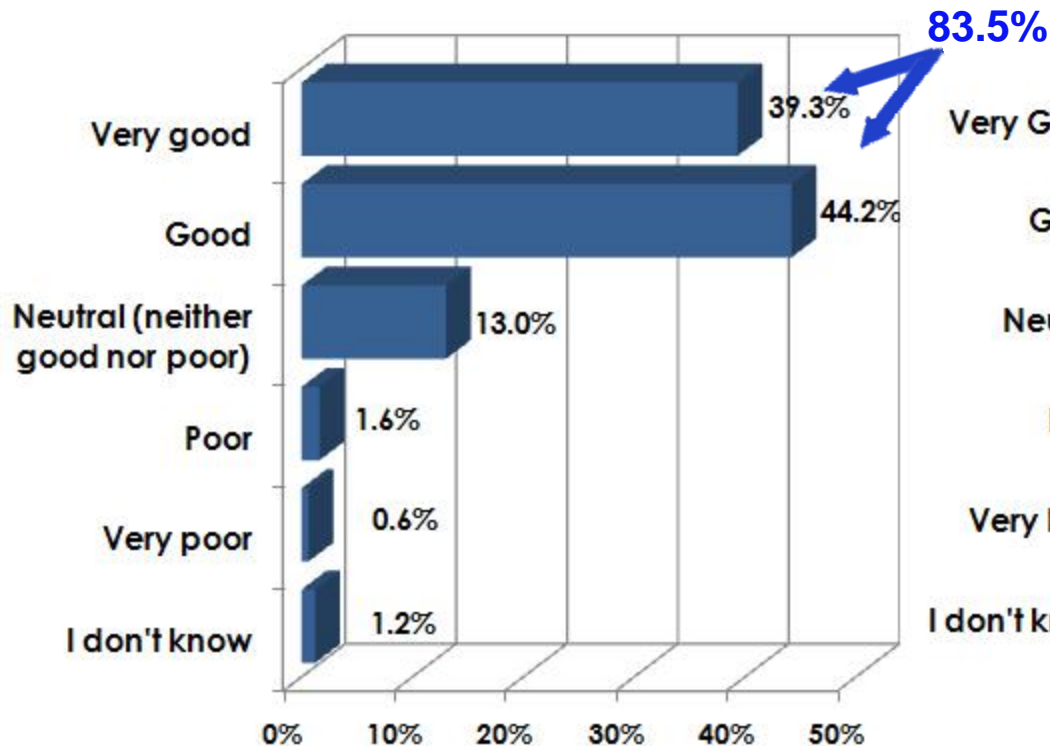


Q. Which of the following activities did you participate in while in Frisco?

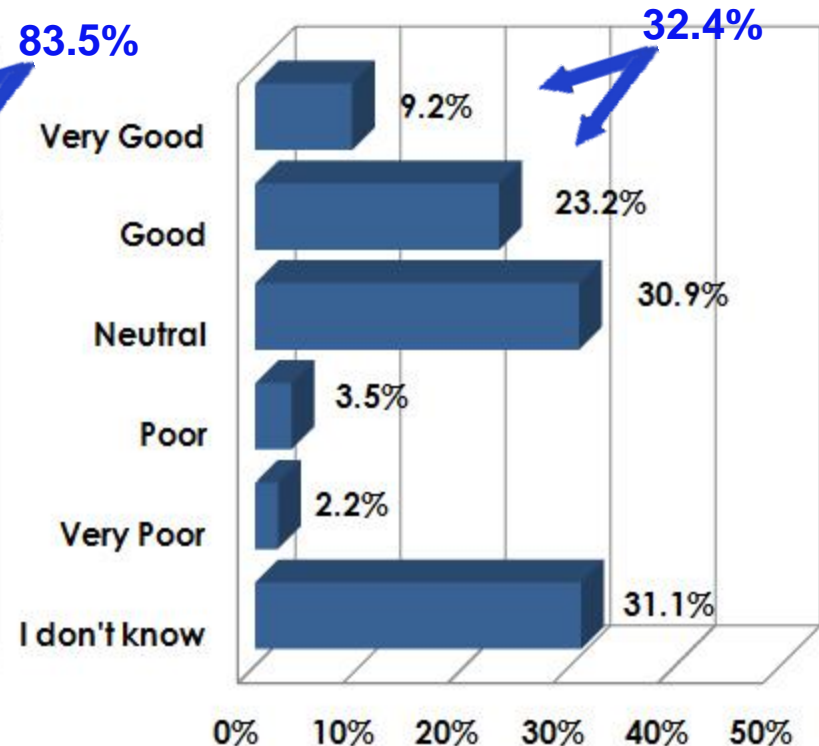


Frisco as a Place to Visit

Frisco Hotel Guests



Regional Residents



Q: Which best describes your overall opinion of Frisco as a place to visit for a leisure trip (i.e., a vacation or getaway)?

Frisco's Brand: Consumer's Perspective



- ☐ Overall familiarity levels present opportunity for capturing additional market share.
- ☐ Regional visitors have limited past experience with the destination.
- ☐ Frisco “is” growing, friendly and safe shopping destination.
- ☐ Frisco also “is” congested, expensive and touristy.
- ☐ Frisco “is not” hip, sexy or sophisticated.
- ☐ The city’s strong brand attributes are not well understood—i.e., entertainment and sporting events.
- ☐ Visitor satisfaction suggests Frisco has strong potential.



Brand Perceptions: Meetings Industry

- ❑ Overall, meeting planners had similar aided brand perceptions to consumers (safe, growing, friendly, etc.)
- ❑ Once again, familiarity levels drive primary perceptions. Meeting planners experienced with Frisco focused on the city's growth. Those less familiar tended to base their perception on Frisco's suburban Texas status.
- ❑ Frisco's "newness" was particularly, and strongly, attractive to meeting planners



Brand Perceptions: Meetings Industry

- ❑ **Position Frisco as a destination that offers sophisticated, “Big City” amenities—such as new, corporate-focused hotels—with “Small Town” benefits, including amenable service, reasonable prices, and a friendly, relaxed, and safe environment.**
- ❑ **Maintain perception in the meetings industry that Frisco is a city with a government and CVB that are committed to securing meetings business and have a “can do” spirit.**

